

Script/Ideas

- Drone shot of school
- Someone drops a water bottle
- Person behinds them picks up water bottle and throws it in designated trash bin
- Person shakes their finger
- States statistic of how much trash the university accumulates and how much could be saved/ 50,000 students excluding staff and workers-3 sachet per person a day
- Multiple shots of people saying you
- Saying
- Contact information at end

5 people saying you

Life-span of plastic

- lives forever/outlives you

Shot list

- Drone shot of University (fact about the number of students?)
- Cool if it could zoom in (or down) onto the specific location we'll be shooting the scene
- Up close of student finishing their sachet (fact about on average student drink 3 a day) & looking around for a place to throw it then throws it on the ground
- Close up of the plastic on ground (fact about how plastic out lives you your children etc)
- Then feet enter the screen, then shot is from the ground angle and that person picks it up
- (Idk about this) either a fact while he walks to the correct place to put it (rough idea but like this can change, help environment, and he tosses it into the correct bin
- Shot of his face smiling or content look and he either says looking into the camera (and it starts with you) or the text comes up saying and it all starts with you
- 4 close up shots of other students saying you
- Fade into logo?

Fact Order

- Number of students attending university every year
- Average use of sachets used per day by students (JJ said 3 I think)
- Info about the lifespan of plastic
- A line about that can change or something
- Campaign name (I forgot sorry) is implementing bins on campus to help, to fight pollution, something and something
- And it all starts with you
- YOU YOU YOU

